

**A M E N D M E N T S   t o   t h e   C L A I M S**

1 – 74. (CANCELED)

75. (NEW) A method comprising:  
determining a gambling history of a player;  
selecting the player to receive a survey question based on the gambling history;  
transmitting the survey question to the player via a slot machine;  
receiving a response of the player to the survey question;  
determining compensation for the response; and  
after receiving the response, transmitting a signal to the slot machine to provide the determined compensation to the player.

76. (NEW) The method of claim 75, in which selecting the player comprises:  
determining an amount lost gambling by the player; and  
selecting the player based on the amount lost gambling.

77. (NEW) The method of claim 76, in which determining the amount lost gambling by the player comprises:  
determining an amount lost gambling by the player over a plurality of gambling sessions.

78. (NEW) The method of claim 76, in which selecting the player based on the amount lost gambling comprises:

selecting the player if the amount lost gambling is not less than a predetermined amount.

79. (NEW) The method of claim 75, in which the determined compensation comprises offsetting a gambling loss of the player.

80. (NEW) The method of claim 75, in which the determined compensation comprises erasing a gambling loss of the player.

81. (NEW) The method of claim 75, in which the determined compensation comprises participation in a game of chance.

82. (NEW) The method of claim 75, in which the determined compensation comprises participation in a game of skill.

83. (NEW) The method of claim 75, in which the determined compensation comprises a gambling token.

84. (NEW) The method of claim 75, in which the determined compensation comprises an increase in odds of winning in a game of chance.

85. (NEW) The method of claim 75, in which the determined compensation comprises an increased prize table.

86. (NEW) The method of claim 75, in which the determined compensation comprises an insurance protection against a loss.

87. (NEW) The method of claim 75, in which the determined compensation comprises an ability to play a higher denomination currency gaming machine for a lower denomination currency.

88. (NEW) The method of claim 75, in which the determined compensation comprises a free use of an extra slot in a multi-slot slot machine.

89. (NEW) The method of claim 75, in which the determined compensation comprises an ability to play the slot machine for free.

90. (NEW) The method of claim 75, in which the determined compensation comprises an ability to have winnings rounded up to a higher level.

91. (NEW) The method of claim 75, in which the determined compensation comprises a free room.

92. (NEW) The method of claim 75, in which the determined compensation comprises a subsidized room.

93. (NEW) The method of claim 75, in which the determined compensation comprises activating an inactive payline.

94. (NEW) The method of claim 75, in which the determined compensation comprises allowing the player to receive a prize corresponding to an outcome on an inactive payline.

95. (NEW) The method of claim 75, in which the determined compensation comprises retroactively activating a payline in exchange for gambling plays.

96. (NEW) The method of claim 75, in which the determined compensation comprises cash.

97. (NEW) The method of claim 75, in which the determined compensation comprises credit.

98. (NEW) The method of claim 75, in which the determined compensation comprises placing an advertising logo on a payline of the slot machine.

99. (NEW) The method of claim 75, in which transmitting the survey question comprises:

transmitting the survey question at a time when the player is losing.

100. (NEW) The method of claim 75, in which transmitting the survey question comprises:

transmitting the survey question at a time when a reel of the slot machine is spinning.

101. (NEW) The method of claim 75, in which transmitting the survey question comprises:

transmitting the survey question at a time when a coin is dropping at the slot machine.

102. (NEW) The method of claim 75, further comprising:  
generating an offer to the player based on the gambling history.

103. (NEW) The method of claim 102, further comprising:  
presenting the offer to the player.

104. (NEW) The method of claim 75, further comprising:  
displaying an advertisement to the player via the slot machine, and  
in which the survey question is about the advertisement.

105. (NEW) The method of claim 75, in which the response comprises a commitment.

106. (NEW) The method of claim 75, in which transmitting the signal comprises transmitting the signal at a time proximate to receipt of the response.

107. (NEW) A computer readable medium storing instructions configured to direct a processor to perform the method of claim 75.

108. (NEW) An apparatus comprising:  
a processor; and  
the computer readable medium of claim 107 in communication with the  
processor.